



PromoMed

Project: ICA 3-CT-2000-30003
5th FWP - IncoMed Programme
March 1st, 2000 - November 30th, 2002



European Jewellery
Technology Network

GEIE

Promotion of regional competitiveness and development of local capabilities
of jewellery manufacturers in the Mediterranean Region



PromoMed is one of the projects coordinated by EJTN (European Jewellery Technology Network) GEIE (European Group of Economic Interest)



PARTNERS

EJTN - GEIE, Belgium (co-ordinator)

Bayanet, Egypt

Danish International, France

IPSE - Institute for the Promotion of Small Enterprise Ltd, Malta

Istituto Luigi Gatti, Italy

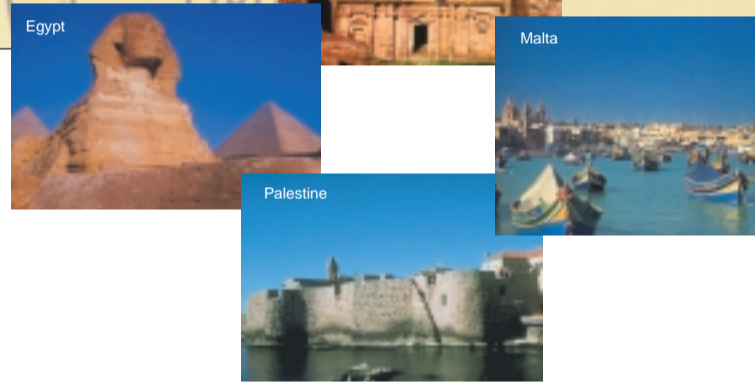
Management Development Group Jordan

Via Maris, Palestine



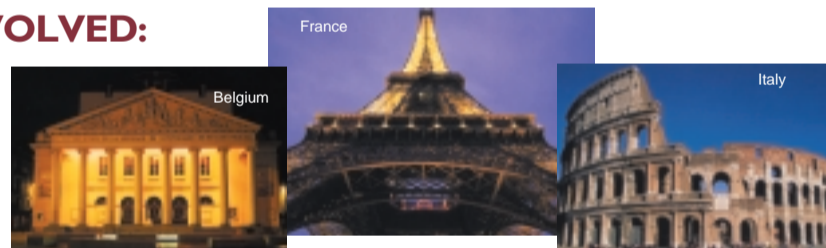
COMMUNITIES CONSIDERED IN:

- Jordan
- Malta
- Palestine
- Egypt



EUROPEAN COUNTRIES INVOLVED:

- France
- Italy
- Belgium



GENERAL OBJECTIVES

- Analysis of the jewellery production technical level
- Study & documentation of main innovations in jewellery workshops
- Creation of regional synergies for integration in view of the free trade zone by 2010 (Barcelona Process)
- Access to project results through IT for SMEs, institutions, organizations, etc.

SPECIFIC OBJECTIVES

- TO PROVIDE - Information on regional expertise and support
- Inventory of local know-how
- TO FOSTER TECHNOLOGY TRANSFER AND EXPERIENCE SHARING
- TO CONNECT
 - EU partners
 - Export Markets
 - The "grass roots"
- TO CREATE PARTNERSHIP BETWEEN PROFIT AND NON-PROFIT

MAIN RESULTS

1 Inventory of jewellery workshops

	Egypt	Jordan	Palestine	Malta
Population	69.6	5.1	3.3	0.4
SME	2.300-3.000	64	156	61
Work-force	8.000	330	544	249
SME average size	2.7-3.5	5.1	3.5	4.1

2 Analysis report on jewellery trade actors and their role

The role of relative added value of the jewellery sector in Mediterranean countries is steadily increasing; this is showing a possible growth of skilled labourers

3 The SWOT analysis

4 Countries = 4 different strong points:

- Egypt: mass production
- Jordan: industrial cluster
- Malta: skilled management
- Palestine: joint production & sale units

Links:

www.promomed.org

www.ejtn.org



www.jewelmed.net



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